

**Re: FCC Docket No. 04-233**

BDI Broadcasting, Inc operates 2 radio stations in Central Minnesota. Our stations are heavily involved in our local communities. Community leaders from many areas of society value our radio station's for the contributions we make to public affairs. Our radio stations are the voice and advocate for government officials, public safety and health experts, dozens of non profit community service organizations, educators and community groups.

**Ascertainment of Community Issues**

Our reputation for community involvement makes our stations the first stop for community leaders pursuing important agendas and initiatives. We meet with hundreds of community leaders annually. Our ascertainment goes on every day, 52 weeks a year. In fact if you were to check most radio stations throughout the country do this as well. Community involvement is not a burden to most of us, it is just plain good business!

**Main Studio Location**

BDI Broadcasting operates 2 radio stations from it's state of the art broadcast facility in Alexandria, Mn. One is licensed to Alexandria and the other is licensed to Sauk Centre, about 25 miles away. This station was dark when we bought it in 2002. If we had not purchased it and moved the studio to Alexandria it would still be dark. It was a failing radio station for years and at the end only had 1 employee and obviously provided very little public service.

Any new requirement for stations to relocate studios to the actual city of license would be Completely unnecessary. To build and staff another main studio would involve thousands of dollars in building expense and ongoing staffing to achieve absolutely nothing. In fact, such a requirement would severely harm our ability to continue our level of community involvement which will be outlined later in this comment.

**Remote Station Operations**

Our stations in Alexandria are currently staffed 18 hours a day from 6am to Midnight. From Midnight to 6am we broadcast with voice tracked material.

We have systems in place to insure that we are able to broadcast emergency information during both attended and unattended hours.

1. During unattended hours we have 2 employees assigned to monitor weather advisories. Both employees live within 5 minutes of the studios. We also have a calling tree to contact announcers during weather emergencies.
2. To insure that we are able to broadcast emergency alert information 24 hours a day we have a system in place with the Douglas County Sherriff's office and the Douglas County Emergency Services Department. This system is in addition to

the National EAS system which automatically interrupts programming around the clock to broadcast warnings.

Any new requirement for 24 hour staffing would only add expense to our operation without improving local program content or emergency alert capability. If adopted, this regulation would add around \$30,000 in annual expenses to our Alexandria operation. Expenses that will detract from our ability to continue our level of community involvement that is detailed next.

## **CONSISTENT LOCAL PROGRAMMING**

KIKV serves over 100,000 residents in nine central Minnesota counties (the influx of summer residents who come to the area to enjoy the many lakes, increases this number significantly). Listeners embrace KIKV as their music, news, information and community service leader. The farming community also relies on KIKV for specific ag news and information, important up-to-the-minute weather, and current market reports. For 37 years, KIKV has been dedicated to providing responsive, credible and individual service to the community.

### **PUBLIC AFFAIRS PROGRAMMING:**

"Community Focus" is a twenty-minute community affairs program hosted by Irene Vagle. It features community leaders, educators, law and government officials, and community volunteers who discuss topics ranging from health and education to recreation and community activities. In 2007, "Community Focus" offered information on 46 community and charity fund-raising events, as well as 12 segments addressing youth issues, 31 on education, 18 on health issues, nine on public safety, 13 focusing on environmental and economic issues, and 11 regarding community development and planning.

"Community Focus" guests included Alexandria's United Way Executive Director, Linda Roles, Jeff Bartholemew of the new YMCA, and Lori Anderson of the Douglas County Habitat for Humanity. Also, during the year, a series of programs may focus on one topic, which allows serious issues to be discussed in-depth and with a wider scope. For example, as a prelude to its annual "Radiothon to End Child Abuse," a series of five programs focused on child abuse prevention.

"Community Focus" has been a community forum on issues of local concern and interest since the current owners took over in 1989.

### **FARM PROGRAMMING:**

Agriculture also plays an important part in the area's economy. Farm families depend on KIKV for the farm news, weather and market reports critical to their success. KIKV devotes over 350 minutes weekly to farm news, weather and market reports featuring long-time, respected Ag broadcaster, Lynn Kettelsen. Lynn has twice been voted Farm Broadcaster of the year by the National Association of Farm Broadcasters.

Farm Market Research, a national ratings service for Ag programming, reports that KIKV is the second most listened to



radio station in all of Minnesota by farmers. KIKV listener and an area farmer, Tom Blomer of Kensington, MN, recently wrote KIKV: **“I want to congratulate you on a job well done. Your farm reports always defend the ethanol industry and that’s important to independent farmers... I also rely on your weather forecasts...they are excellent and very thorough . . . please keep up the good work!”**

KIKV also coordinates, sponsors and hosts an annual Farm Expo in February. In its eighteenth year, the show draws over 3,000 area farm families and features 100 exhibitors. In addition, workshops and sessions lead by knowledgeable Ag-industry experts are offered at no charge. The event is eagerly looked forward to each year, and draws farm families from 100 miles away.

### **WEATHER:**

KIKV is fortunate to have 60+ years broadcasting veteran, Jim Rohn, as its News/Weather Director. At the age of 81 Jim Rohn, delivers the same authoritative news and information that earned him a place in the Minnesota Broadcasters Hall of Fame. Jim’s career began when Truman was President and he still comes into the station five days a week to produce one of the best news and weather programs on Minnesota radio! In addition to Jim’s morning weather, KIKV employs the services of TV meteorologist Mark Anthony each afternoon. Mark brings his expertise to the airwaves two times each afternoon ensuring that KIKV’s listeners will continue receiving the latest in current weather throughout the day.



From a tower 100 feet above their studios, KIKV's exclusive Ellason E300 color weather radar system (the only locally originated radar system within a 100 mile radius) provides KIKV’s announcers with the most current weather conditions and factual reporting information. Complete 45 second current weather reports air three times an hour, 6:00AM to midnight and hourly from midnight to 5:00AM, 365 days of the year (this is 17,000 minutes of weather information annually).

Weather in Minnesota can be unpredictable and change at a moments notice. KIKV prides itself on being the area’s weather information leader offering their listeners the most current and accurate weather information available. All local area schools participate in KIKV’s “Operation Snowbird”. Parents know that KIKV will be the station to listen to for weather-related school delays, closings or late buses. KIKV also announces business closing due to weather.



### **NEWS:**

Area residents and visitors to the area rely on KIKV for local and regional news which is delivered daily by News/Weather Director, Jim Rohn. In addition, KIKV is an ABC news affiliate broadcasting their national news 24 hours a day.

KIKV also carries the ABC programming of Paul Harvey including “The Rest of the Story.” Listeners continue to enjoy the incredible broadcasting style of this legendary commentator.

#### **LOCAL PUBLIC SERVICE ANNOUNCEMENTS:**

In 2007, KIKV aired 15, 30 and 60 second public service announcements, 16-24 times a day, informing the community of local happenings. Approximately 8,030 announcements were broadcast at a value of over \$132,000.

In addition to the thousands of local PSA's that were aired, KIKV participated in the 2007 Minnesota National Guard public service initiative, donating 637 - 30 second announcements in prime time, valued at \$10,510. KIKV also helped promote a welcome home ceremony for the local battalion of the National Guard. They returned home after being deployed overseas for 18 months. Announcer John Messenger was on hand to broadcast live, this heart warming event that brought tears to the eyes of the several thousand people in attendance.



#### **17<sup>TH</sup> ANNUAL RADIOTHON TO PREVENT CHILD ABUSE:**

KIKV's Radiothon 2007 raised \$46,500 to help end child abuse and neglect in Minnesota bringing KIKV's total child abuse prevention support to \$580,000 since 1991. For 23 continuous hours, listeners heard the cold, hard facts about child abuse and neglect and how to stop the vicious cycle. This action event is designed to provide public education on child abuse and its prevention; to increase public awareness of existing community resources, and to raise funds for Prevent Child Abuse Minnesota, as well as five local county child abuse prevention councils.

The entire community supports the Radiothon. Businesses provide valuable auction items while others offer incentives to their customers or supply food for Radiothon volunteers and KIKV staff. Hundreds of KIKV listeners call in with their pledges, issue challenges, or make auction bids. Many others volunteer to answer phones or run errands if needed. People want to help! KIKV air personalities Rick Blanshan, Paul Sorum and Jim Rohn hosted the 2007 Radiothon. One gratifying aspect of the Radiothon fundraising is knowing that all of this money remains in Minnesota, with the majority of the funds staying in five local counties.



Connie Skillingstad, Executive Director of Prevent Child Abuse Minnesota, wrote: **“Your hard work in pulling off the annual Radiothon to End Child Abuse is a shining star in prevention work in Minnesota. Your generosity**

**and commitment to this issue is inspiring and very meaningful.”** And Mike Woods, of the Douglas County Social Services Department wrote: **“The community involvement by your organization ... is an example to other organizations on how to be a responsible community member! The 17 year commitment to this effort is commendable and helps make this annual event a much anticipated happening in our community!”**

It is difficult to measure the value of the Radiothon's on-air campaign in terms of the donated airtime and station involvement, but a conservative estimate would be \$35,000.

When asked to comment on the value of the Radiothon to the community, Linda Roles, Director of the Alexandria United Way wrote: **“How do you put a value on human dignity? Of all the issues KIKV-FM supports, awareness of domestic abuse is vital in our rural area where so often victims are isolated and the radio can often be their primary source of related information. KIKV is a role model in Minnesota for their annual Radiothon to End Child Abuse.”**

KIKV is committed to the annual Radiothon to End Child Abuse. KIKV's staff knows that by working together with local agencies along with continued support of the community, they will help make their local communities a safer place for children and their families to grow.

### **AMBER ALERT**

KIKV participates in this national system of alerting the public to missing or kidnapped children. The Minnesota Department of Public Safety administers the program in Minnesota and issues alerts appropriate for the area. Amber Alert has been responsible for the safe return of many children nationwide.

## **STATION SPONSORED COMMUNITY SERVICE EVENTS**

**Event 1: BRIDAL EXTRAVAGANZA-** January 28

**Benefiting Group:**Brides to be.

**The station is:** Primary sponsor

**Description:** Since 1985, KIKV has hosted an event for area brides to be. A one day event where they can come and plan their entire wedding.

**On-air support prior to the event:** KIKV ran 200 30-second promos for the event.

**On-air support during/after event:** Announcer Heather Hauptle broadcast reports from the event.

**Online support:** KIKV put a link on its web site.

**Total Staff hours contributed:** 55. Sales Manager, Trudy Blanshan contributed 50 hours to this effort. Heather Hauptle emceed the event donating 5 hours.

**Event result:** 175 brides attended, with the total crowd over 600.



**Event 2: ICE FISHING CHALLENGE – February 10**

**Benefiting Group:** Alexandria “Sertoma” (SERvice TO Mankind).

**The station is:** Support sponsor

**Description:** Sertoma conducts a \$100,000 Ice Fishing Tournament in February to benefit local charities.

**On-air support prior to the event:** KIKV produced and helped plan advertising for the ice fishing contest held on Lake LeHomme Dieu and provided on-air support valued at \$6,000.

**On-air support during/after event:** Announcer John Rice broadcast live reporting on how to find parking, avoiding traffic backups, where to buy tickets and of course who took home the Grand Prize: a new Pickup!

**Online support:** KIKV put a link on our website to help sell tickets for the event.

**Total staff hours contributed:** General Manager, Dave Vagle, is heavily involved in the Ice Fishing Challenge, contributing at least 50 hours. Vagle handles all of the advertising and promotion as well as serving as the “On-Ice” emcee, the day of the event.

**Event result:** Nearly 4,000 men, women and children participated in the all-day ice fishing challenge and associated festivities. Jerrod Hammerback, President of the Alexandria Sertoma Club writes...**“The donation of a \$20,000 ad campaign the last five years....has allowed our clubs to raise just under \$150,000. All of this money is given to local charities in the Douglas County area.”**



**Event 3: AWAKE THE LAKES – May 26-28**

**Benefiting Group:** Alexandria Chamber of Commerce

**The station is:** Support sponsor

**Description:** During Memorial Day weekend the City of Alexandria holds a citywide celebration called “Awake the Lakes”. It includes opportunities for visitors and residents alike to reconnect with the community and each other as summer begins in the Alexandria Lakes Area. Events included a carnival, fireworks, rib fest and an outdoor concert.

**On-air support prior to the event:** KIKV donated 120 30-second PSA’s. Irene Vagle also interviewed organizers on Community Focus.

**On-air support during/after event:** GM Dave Vagle did a two hour live broadcast Friday night.

**Total staff hours contributed:** 10

**Event result:** Over 5000 people enjoyed a great kick off to summer during this three day celebration.



**Event 4: RONALD McDONALD HOUSE MOTORCYCLE RUN – June 9**

**Benefiting Group:** Ronald McDonald House

**The station is:** Support sponsor

**Description:** The sixth Annual Ronald McDonald House Bike Run out of New York Mills, Minnesota took place on June 9<sup>th</sup>. This is the world’s largest motorcycle ride event! There were



over 1020 registered bikers with 1600 participants riding 6 hours to raise money for the Ronald McDonald House in nearby Fargo, ND. It helps families with children hospitalized with cancer or other diseases. Bikers were treated to a hog roast and concert after the 110 mile run.

**On-air support prior to the event:** KIKV donated 100 30-second PSA's.

**On-air support during/after event:** Receptionist Michelle Boeckers did a live remote before and during the event. Michelle rode in the event and afterwards organized the news reports that aired on KIKV.

**Total staff hours contributed:** Michelle Boeckers donated 20 hours.

**Event result:** Over \$83,000 was raised along with 825 pounds of pop can tabs that were collected. This set a world's record for a Ronald McDonald House Bike Run with the number of bikers participating and the amount of money raised.

#### **Event 5: Lakes 38 Bike Race and Tour- June 30**

**Benefiting Group-**Central Lakes Trail

**The station is:** Support sponsor

**Description:** The Alexandria area has a beautiful paved 38 mile bike trail. The Lakes 38 Bike Race and Tour was designed to raise funds for its upkeep.



**On-air support prior to the event:** KIKV ran 100 30-second PSA's.

**On-air support during/after event:** Announcer Scott Larson broadcast live from the race.

**Online support:** KIKV put a link on its web site promoting the race.

**Total Staff hours contributed:** 10. Sales Manager Trudy Blanshan contributed five hours to this effort. Scott Larson also rode in the event, donating 5 hours.

**Event result:** 100 people took part and raised over \$5,000 for the Central Lakes Trail.

#### **Event 6: Classic Boat Show-July 8**

**Benefiting Group-**Minnesota Lakes Maritime Museum

**The station is:** Support sponsor

**Description:** Several local business people recently raised 1.5 million dollars to build a museum showcasing antique wooden boats. The museum has an annual classic boat show at a local resort. KIKV partnered with the Museum to help raise awareness of the new facility. Truly a showpiece for a city that prides itself on its many lakes.



**On-air support prior to the event:** KIKV ran 100 30-second PSA's.

**On-air support during/after event:** GM Dave Vagle broadcast live all day, helping attract people to the event.

**Online support:** KIKV put a link on its web site to help promote the event.

**Total Staff hours contributed:** General Manager Dave Vagle contributed 10 hours to this effort.

**Event result:** Several thousand people attended the event that showcased some priceless antique boats (some valued as high as a million dollars) and helped raise awareness of the beautiful new museum.

**Event 7: UNITED WAY HARLEY RIDE – July 11**

**Benefiting Group:** United Way

**The station is:** Support sponsor

**Description:** KIKV sponsored a Harley Ride along with a barbecue and Coke lunch special at a local supermarket. KIKV staff helped cook and serve the meal.

**On-air support prior to the event:** KIKV ran 60 30-second PSA's. Irene Vagle also interviewed organizers of both events on Community Focus.

**On-air support during/after event:** Announcer Jill Kelly broadcast live from the lunch.

**Total staff hours contributed:** Over 10 hours of time was volunteered by KIKV staff who helped serve the meal.

**Event result:** 124 Harley riders took part in the ride and over \$4500 was raised.

**Event 8: AMERICAN CANCER RELAY FOR LIFE – July 13**

**Benefiting Group:** The Douglas County Chapter of the American Cancer Society

**The station is:** Support sponsor.

**Description:** The Douglas County Chapter of the American Cancer Society held their annual Relay for Life fundraiser. KIKV aired a campaign of PSA's to promote the Cancer Relay event and to invite listeners to walk in the Relay or sponsor a walker with a financial pledge.

**On-air support prior to the event:** KIKV helped to sponsor the event by running 177 PSA's. Irene Vagle also interviewed organizers on Community Focus.

**On-air support during/after event:** Announcer Teri Ellman was on hand doing live remotes.

**Total staff hours contributed:** Traffic Director Mary Lou Erickson (a cancer survivor) headed up the KIKV team, contributing 10 hours. Mary Lou helped serve food to the participants.

**Event result:** The Relay was a huge success with 19 teams participating (approximately 500 people) and raised \$79,862.

**Event 9: DRIVE TO FORADA, MN-JULY 28**

**Benefiting Group-**Forada Fireman's Relief Fund

**The station is:** Support sponsor

**Description:** KIKV helped raise money for a local Fireman's Relief Association by helping sponsor a 90 mile motorcycle ride.

**On-air support prior to the event:** KIKV donated



100 30 second PSA's to the event. Irene Vagle also interviewed organizers on Focus.  
**On-air support during/after event:** Organizers were interviewed at the end of the event and a news story was aired.

**Total staff hours contributed:** Sales manager, Trudy Blanshan donated five hours to the event.

**Event result:** 139 People took part in the ride and raised \$2780 for the Forada Fireman's Relief Fund that used the money to purchase much needed fire fighting equipment.

#### **Event 10: COMMUNITY LIVE AND LEARN EVENT – August 14**

**Benefiting Group:** Alexandria community

**The station is:** Support sponsor

**Description:** KIKV helped sponsor the Community Live and Learn Event. Nationally known author, Amanda Gore, gave a motivational speech. The goal was to bring the community together by finding ways to inspire others. Jill Blashack, CEO of Tastefully Simple, one of the sponsoring businesses, wrote KIKV: **“You made an outstanding contribution to our community by generously sponsoring the Community Live and Learn... we couldn't have done it without you!”**

**On-air support prior to the event:** KIKV aired over 200 PSA's. Irene Vagle also interviewed organizers on Community Focus. Announcers gave away free passes to listeners.

**On-air support during/after event:** Public Affairs Director, Irene Vagle attended and coordinated KIKV's news story.

**Online support:** KIKV put a link on its website.

**Total staff hours contributed:** 5

**Event result:** Over 2,000 people packed the auditorium to hear this inspirational speaker.

#### **Event 11: HERBERGER'S CARING TREE-August 21**

**Benefiting Group:** Douglas County Social Services

**The station is:** Primary sponsor

**Description:** The 14<sup>th</sup> annual Caring Tree Campaign took place at Herbergers in Alexandria from August 5th through the 21st. KIKV partnered with Herbergers and Douglas County Social Services. KIKV was provided with 435 names of low income families countywide who needed school supplies for the upcoming school year.



**On-air support prior to the event:** KIKV ran 100 30-second PSA's plus Irene Vagle interviewed organizers on Community Focus.

**On-air support during/after event:** Paul Sorum interviewed organizers during the campaign.

**Total staff hours contributed:** KIKV Sales Manager Trudy Blanshan was one of the main organizers and also helped shop for the supplies and backpacks, contributing 10 hours.

#### **Event 12: WOMEN OF EXCELLENCE CELEBRATION-August 28**

**Benefiting Group:** Girl Scouts

**The station is:** Support sponsor

**Description:** Each year the Girl Scouts hold a celebration that salutes women who have excelled in the workplace.

**On-air support prior to the event:** KIKV ran 100 30-second PSA's plus Irene Vagle interviewed organizers on Community Focus.

**On-air support during/after event:** Irene Vagle coordinated the Press Release for the local news.

**Total staff hours contributed:**10. Irene Vagle and Trudy Blanshan each donated five hours.

**Event result:** Four women were saluted as Women of Excellence who made a positive difference in our community. Over 500 people attended the event which raised \$2000 for the Girl Scouts.

#### **Event 13: UNITED WAY FUND DRIVE - September through December**

**Benefiting Group:** United Way

**The station is:** Support sponsor

**Description:** KIKV helped the Heart of the Lakes United Way Fund Drive by producing a ten-week campaign that featured local business leaders and volunteers.

**On-air support prior to the event:** 420 produced announcements and interview segments were aired, valued at over \$8,000. Irene Vagle also interviewed organizers on Community Focus.

**On-air support during/after event:** United Way staff and volunteers were frequent guests on the station throughout the campaign.

**Online support:** KIKV had a link on its web site.

**Total staff hours contributed:** Over 100 hours of time was volunteered by KIKV staff. Sales Manager, Trudy Blanshan, was also Campaign Chair in 2007!

**Event result:** The United Way set a record exceeding their goal of \$520,000! Linda Roles, Director of the Alexandria United Way wrote: **"It would be hard to put a value on your public service announcements. The impact goes beyond our imagination."**

#### **Event 14: COMMITMENT TO EDUCATION – Year Round**

**Benefiting Group:** Alexandria Technical College Foundation and Dollars for Scholars.

**The station is:** Support sponsor

**Description:** KIKV contributes financially each year to the Alexandria Technical College Foundation which donated more than \$100,000 in 2007 to students attending Alexandria Technical College. KIKV is also committed to helping the Alexandria “Dollars for Scholars” program, which awarded over \$87,000 in 2007 to 136 Alexandria High School students.

**On-air support prior to the event:** KIKV ran over 100 30-second PSA’s for the Alexandria Technical College Foundation. In addition to KIKV’s annual \$500 cash contribution to Dollars for Scholars, over 150 30-second PSA’s were run valued at \$2500.

**On-air support during/after event:** Irene Vagle awarded the KIKV scholarship at the evening ceremony as well as coordinating the Press Release that was sent to other media outlets.

**Total staff hours contributed:** Public Affairs Director, Irene Vagle, has been a volunteer with Dollars for Scholars for over ten years, and is currently serving as the organization’s president. Irene has donated at least 50 hours to Dollars for Scholars in 2007.

**Event result:** The Alexandria Technical College Foundation surpassed their goal of \$500,000 and Dollars for Scholars awarded over \$87,000 to 136 Alexandria High School students.

#### **Event 15: UNITED WAY CHILI FEED – October 16**

**Benefiting Group:** United Way

**The station is:** Support sponsor

**Description:** KIKV helped organize a Chili Feed/Silent Auction.

**On-air support prior to the event:** 100 30 second PSA’s were run. Irene Vagle also interviewed organizers of both events on Community Focus.

**On-air support during/after event:** GM Dave Vagle broadcast live during the event.

**Online support:** KIKV had a link on its web site.

**Total staff hours contributed:** The KIKV staff played an important role in this event. Three of our staff worked at the Chili Feed, by signing up to cook and serve their chili along with decorating for the event. Sales Manager Trudy Blanshan got donations from local businesses for the Silent Auction, make bidding sheets and helped work the event.

Total staff hours donated was 25.

**On-air support prior to the event:** KIKV ran 100 30 second PSA’s.

**Event result:** The event attracted over 1000 people and raised over \$12,000 for the United Way.



#### **Event 16: UNITED WAY COAT DRIVE – October 16**

**Benefiting Group:** United Way

**The station is:** Support sponsor

**Description:** Another United way project was the Coat Drive, which asked people to donate coats along with hats and mittens for needy children and adults.

**On-air support prior to the event:** KIKV ran 50 30-second PSA’s and Irene Vagle also interviewed organizers on Community Focus.

**On-air support during/after event:** Announcer Paul Sorum interviewed United Way staff on air.

**Total staff hours contributed:** 10 hours of time was volunteered by KIKV staff.

**Event result:** Over 500 coats were donated along with several hundred hats and mittens.

#### **Event 17: “STUFF A TRUCK” FOR THE FOOD SHELF – November 1-15**

**Benefiting Group:** Alexandria Food Shelf

**The station is:** Support sponsor.

**Description:** For five years, KIKV has partnered with Pete’s County Market to help “Stuff a Truck” for the local food shelf. Held in November to prepare the Food Shelf for its upcoming high volume holiday season, it involved 4,000 K-12 students. Beginning November first and running through November 15th, students started bringing items to school.



**On-air support prior to the event:** KIKV aired over 75 – 30 second PSA’s for the next two weeks asking the community for their help.

**On-air support during/after event:** Announcer, Paul Sorum, interviewed the manger from Pete’s as they picked up donations at the schools.

**Total staff hours contributed:** General Manager Dave Vagle donated two hours to this event.

**Event result:** The student donations were added to the community donations being collected at Pete’s County Market. At the conclusion of the promotion, a semi-truck filled with 17,000 pounds of food (plus \$400 cash and bags filled with grocery items worth \$2280) pulled up to the Alexandria Community Food Shelf, just in time for the Holidays!

#### **Event 18: FARM MARKETING SEMINAR – November 27**

**Benefiting Group:** Area farmers.

**The station is:** Primary Sponsor

**Description:** This KIKV event was designed for our farm listeners to keep up to date with what’s going on in Agriculture. KIKV provided speakers from a wide variety of agricultural backgrounds including the University of Minnesota, Ethanol production, financial planning and marketing. The highlight of the seminar was hearing from 2 time Farm Broadcaster of the Year, Lynn Kettelsen.

**On-air support prior to the event:** KIKV ran 200 30-second promos for the event. The Linder Farm Network also heavily promoted the event on its statewide network.

**On-air support during/after event** KIKV broadcast live during the event including a statewide broadcast by Lynn Kettelsen.

**Online support:** KIKV also had a link on its web site.

**Total staff hours contributed:** General Manager Dave Vagle coordinated the event as well as serving as emcee. He devoted over 20 hours to this event.

**Event result:** The 150 attendees had a great day of learning and networking.



## OTHER STAFF COMMUNITY INVOLVEMENT

KIKV donates prizes to dozens of community events. Chamber fund raisers, after Prom parties, Safe All Night Graduation parties, Ducks Unlimited and Pheasants Forever. If there's a local fundraiser going on in the community, KIKV is involved in it. KIKV also contributes to many area school's sports programs by promoting their fund raising events as well as donating items. KIKV has a full-time staff of 13. Most are active participants in community organizations, volunteer activities, local events and area civic clubs. In 2007 the staff of KIKV donated 1200 hours of volunteer work.

### AMERICAN CANCER SOCIETY

KIKV has several cancer survivors on staff and gladly takes an active part in many fund raising events such as: Relay for Life, their annual Golf Classic and Daffodil sale.



Traffic Director, Mary Lou Erickson, heads up the KIKV staff involvement serving food to the walkers at the Relay for Life and coordinating the Daffodil sale at the station.

### UNITED WAY

General Manager Dave Vagle served as Campaign Chair for the United Way Fund Drive several years ago and has continued his volunteer work since then. In 2007, he helped with the United Way Campaign that raised more than their \$520,000 goal. KIKV supports the United Way by encouraging its staff to donate. If an employee donates at least \$52 they'll earn a free



vacation day. Sales Manager, Trudy Blanshan, represents the station on the United Way Board of Directors and was 2007 Campaign Chair. She has helped the United Way for many years in conducting their charity Fashion Show and Silent Auction, which raises over \$20,000 each year. Trudy arranged for KIKV to help with the United Way's coat drive that began in September with KIKV's on-air promotion encouraging people to drop off their unused coats, mittens and scarves. Over 1000 items were collected and distributed in October to those in need.

### SERTOMA

General Manager, Dave Vagle, has been a member of the Alexandria SERTOMA Club since 1990. He serves on their board and

volunteers for many SERTOMA endeavors: Salvation Army Bell Ringer during the holidays, Special Olympics, and the Ice Fishing Challenge. Another Sertoma project is their annual Blood Drives for the Red Cross. In 2007, 58 blood drives resulted in 3,135 units of needed blood.



### CAMP COURAGE

News Director, Jim Rohn, takes part in several charity golf tournaments each year, and is especially fond of taking part in the annual "Courage North" Golf Tournament for handicapped children. KIKV has proudly donated to this event for 18 years.

## **DOLLARS FOR SCHOLARS**

Public Affairs Director, Irene Vagle, is President of the local Dollars for Scholars program, which awarded over \$87,000 in post secondary scholarships to 136 area students in 2007. Irene has been an active member of Dollars for Scholars for 13 years. Every year KIKV awards a \$500 scholarship to a local graduate as part of the Dollars for Scholars program.

## **ROTARY**

Account Rep, Tom Haase, represents the station as an active member of Rotary Club for over 30 years. Tom takes a very active role in all Rotary projects. Selling roses to benefit the Cancer Society, or selling tickets and cooking for their annual Corn and Pork Chop feed. If there's a Rotary project that benefits a local charity Tom is first in line to volunteer.



## **EAGLES**

Traffic Director, Mary Lou Erickson, has been an active member of the Eagles Club for 12 years and helps chair their annual fundraiser for child abuse prevention which ties in nicely with KIKV's other efforts to raise awareness and money for Child Abuse and domestic violence prevention. Mary Lou also is very involved with the Eagles Community Halloween Party where 700 kids and their parents enjoyed an evening of free games, prizes and candy!

## **TRAVIS LOSER TRAIL**

Receptionist, Michelle Boeckers, represented the station and helped organize a motorcycle ride to help raise funds for the Travis Loser Snowmobile Trail. This 120 mile ride had 150 bikes registered with 170 people participating. \$3200 was raised to keep the Travis Trail groomed.

## **BUSINESS and PROFESSIONAL WOMEN**

Irene Vagle represents the station on the board of directors of the Douglas County Chapter of Business and Professional Women. BPW offers support to working women as well as opportunities for networking and individual development. BPW also offers mentoring opportunities and awards scholarships to deserving young women.

## **HABITAT for HUMANITY**

Irene also represents the station on the board of directors of the Douglas County Chapter of Habitat for Humanity. Irene helps them with their publicity aimed at attracting volunteers to help build homes for needy families. In 2007, four homes were constructed in the Alexandria area!



## **ALEXANDRIA COMMUNITY FOUNDATION**

General Manager, Dave Vagle, represents the station on the board of the Alexandria Community Foundation. The foundation's goal is to raise and donate funds to local cultural, educational and environmental programs.

## **MENTORING**

Three of KIKV's sales representatives volunteer to mentor students interested in a sales career at Alexandria Technical College. The students shadow the KIKV salesperson and then wrote daily reports on what they learned. Announcer, Scott Larson, volunteers weekly as a teacher's aide in Alexandria Public Schools.

